

**ORDER**

**Orders**  
**Order / Rev:** 64313  
**Alt Order #:**  
**Product Desc:** ESTIMATE 12439  
**Estimate:** 12439  
**Flight Dates:** 10/15/12 - 10/21/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**Order Type:** CIA - O

**KTVX-TV**  
**Office Accounts**  
**Primary AE:**  
**Sales Office:** SLC  
**Sales Region:** Local

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Matheson for Congress 2012  
**Demographic:** HH  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	12	\$3,300.00	\$2,805.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$3,300.00	\$2,805.00	0.00
<b>Totals</b>	<b>12</b>	<b>\$3,300.00</b>	<b>\$2,805.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/15/12	10/19/12	Good Morning America GMA 7a-9a	CM	7a-9a	1---1--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1---1--		2				\$200.00		0.00			
E 2	KTVX	10/16/12	10/16/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	-1-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$125.00		0.00			
E 3	KTVX	10/15/12	10/15/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1				\$250.00		0.00			
E 4	KTVX	10/15/12	10/18/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	1---1---	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1---1---		2				\$250.00		0.00			
E 5	KTVX	10/17/12	10/19/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	--1-1--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1-1--		2				\$250.00		0.00			
E 7	KTVX	10/16/12	10/19/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	-1-11--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-11--		3				\$325.00		0.00			

Order / Rev: 64313  
 Alt Order #:  
 Flight Dates: 10/15/12 - 10/21/12

Advertiser: Matheson for Congress 2012  
 Product Desc: ESTIMATE 12439  
 Estimate: 12439  
 KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	KTVX	10/17/12	10/17/12	ABC4 News at 10pm M-FM M-F 10p-1036p		10p-1036p	--1----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1			\$550.00			0.00			
Totals														12	\$3,300.00